



CRITIQUE YOUR VENTURE STORY (AKA PITCH)

This worksheet will help you evaluate if you're telling a compelling story about your venture - perhaps for a Demo Day or Pitch with investors. When doing dry-runs with teammates or others, use this to identify where your story is strongest and where you need more work (e.g., building more evidence around a particular point, painting a stronger picture of the experience, or communicating in a more concise way).

Rate the venture story on the following main questions:

NEEDS
WORK

VERY
STRONG

Does the team understand the human need they're addressing?

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Is their solution or promise clearly articulated?

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Do they have evidence that people will value the experience?

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Are the team's capabilities and passion compelling?

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Do they have a clear request to investors?

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Is there a solid plan / roadmap for how they'll move forward?

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Would you invest?

YES



NO

What is most exciting about the opportunity?

What are the biggest risks and open questions?